



TOWARD ZERO DEATHS  
Because your life counts

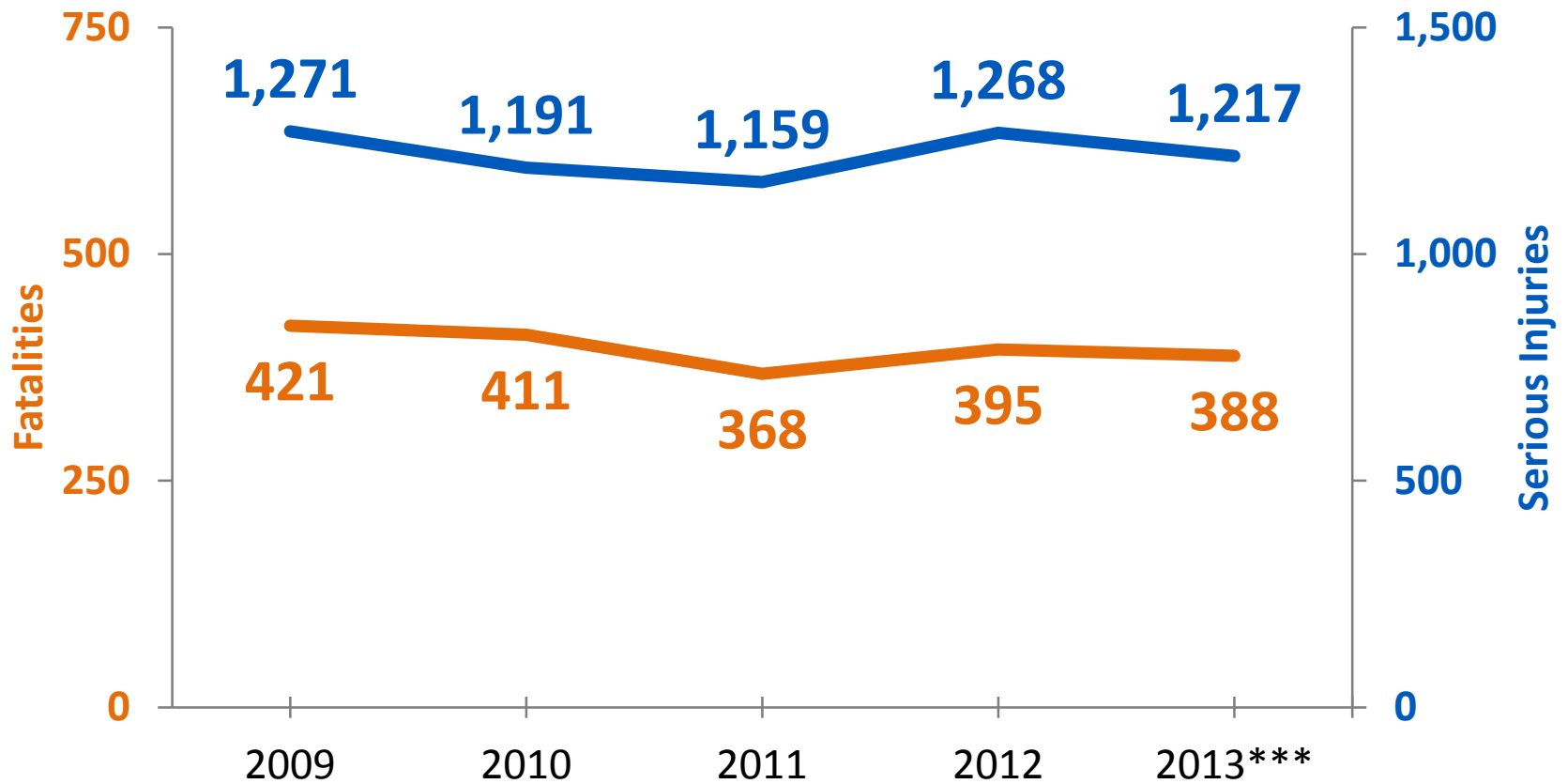
# South Central Minnesota TZD Region Crash Data

May 14, 2014



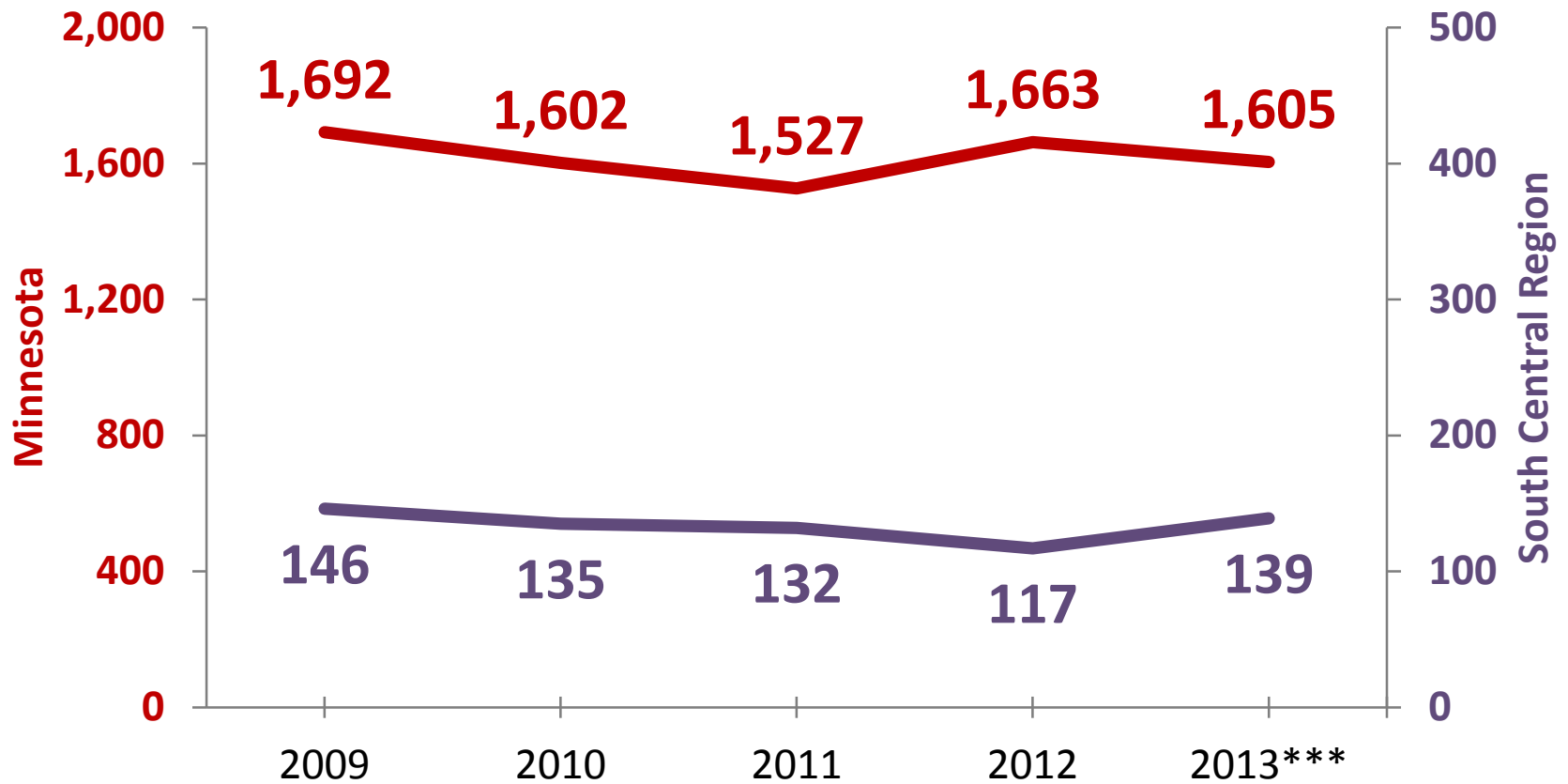
# Minnesota Fatalities & Serious Injuries

2009-2013\*\*\*

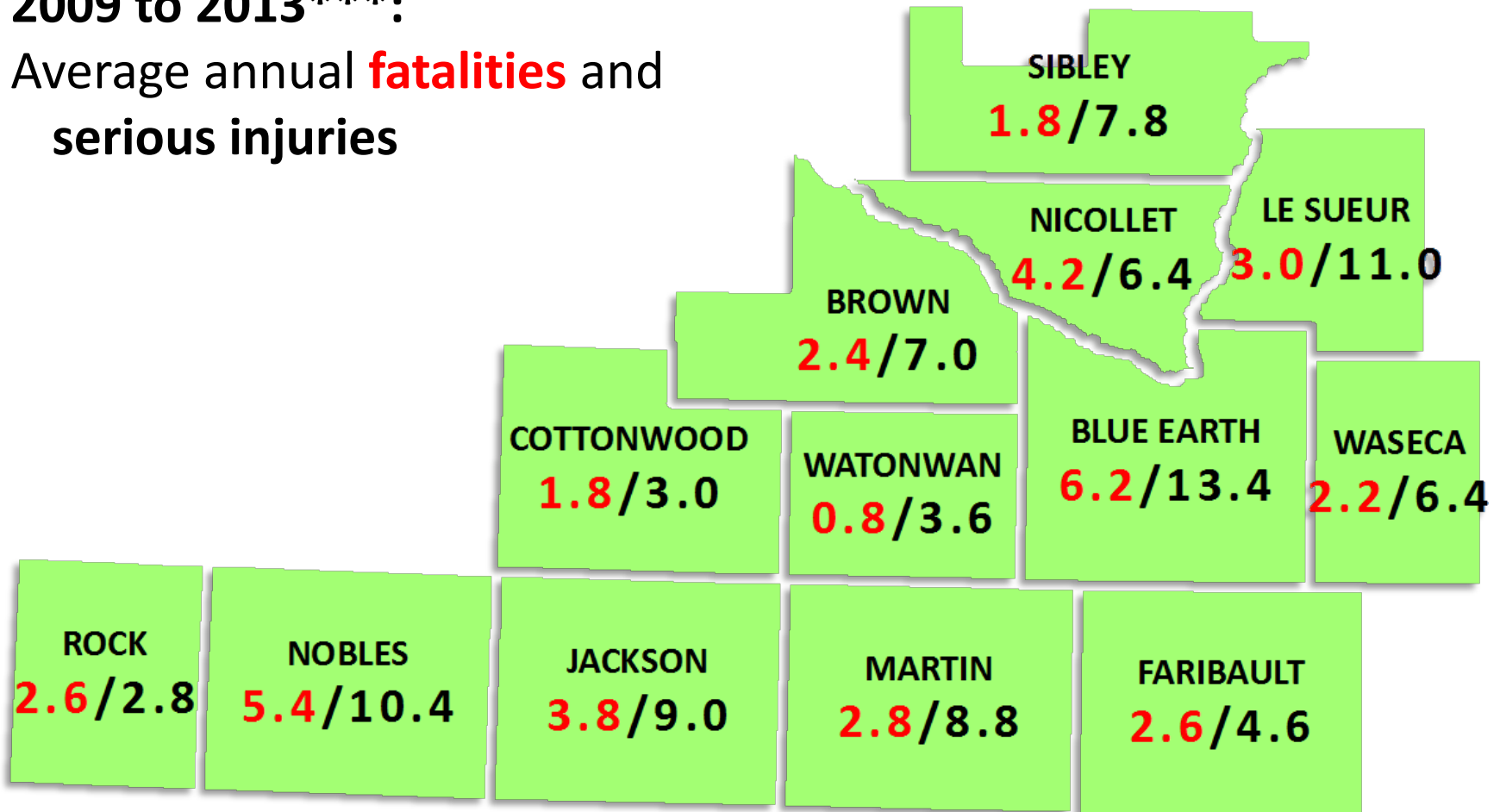


# Fatalities & Serious Injuries

2009-2013\*\*\*

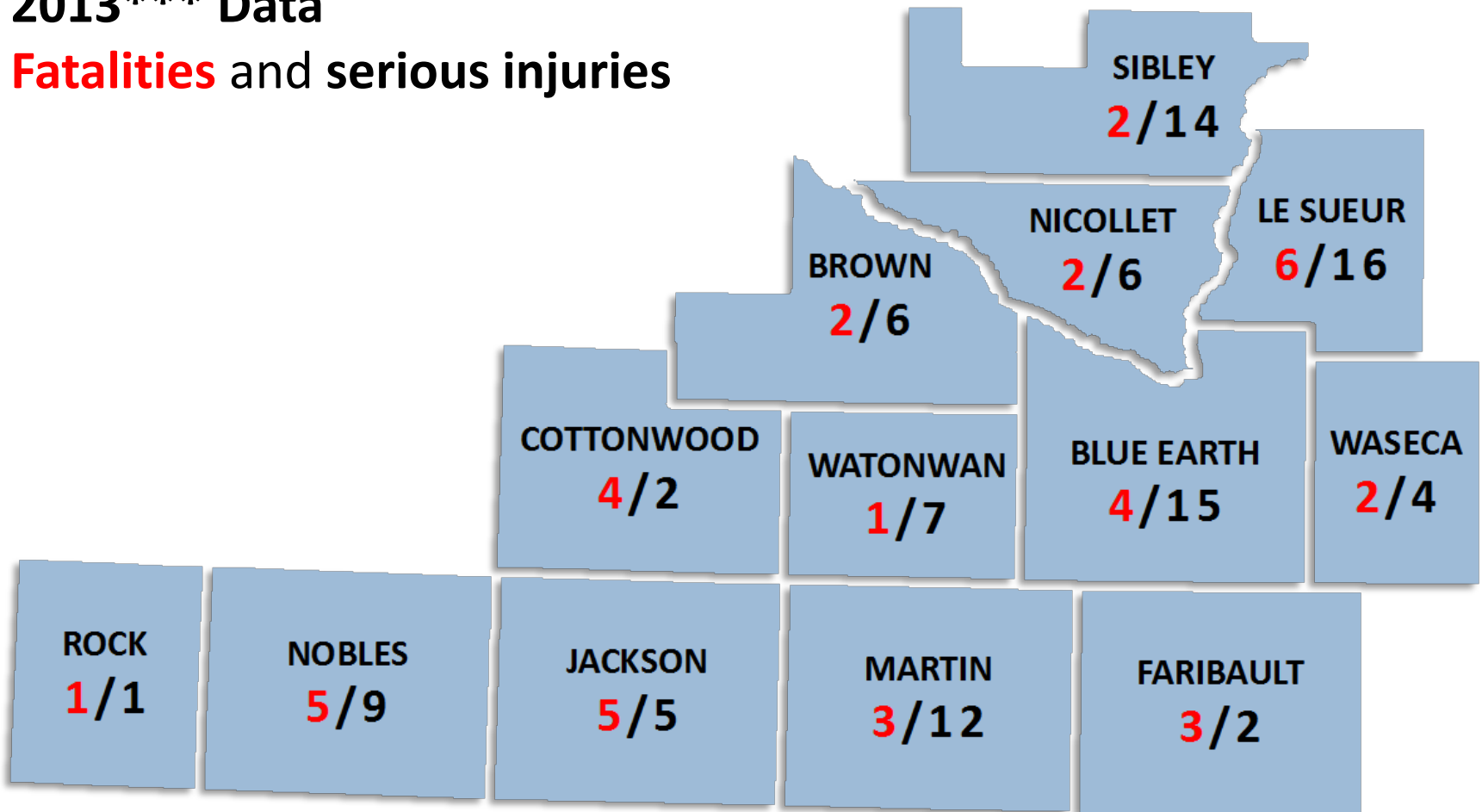


2009 to 2013\*\*\*:  
Average annual **fatalities** and  
serious injuries



2013\*\*\* Data

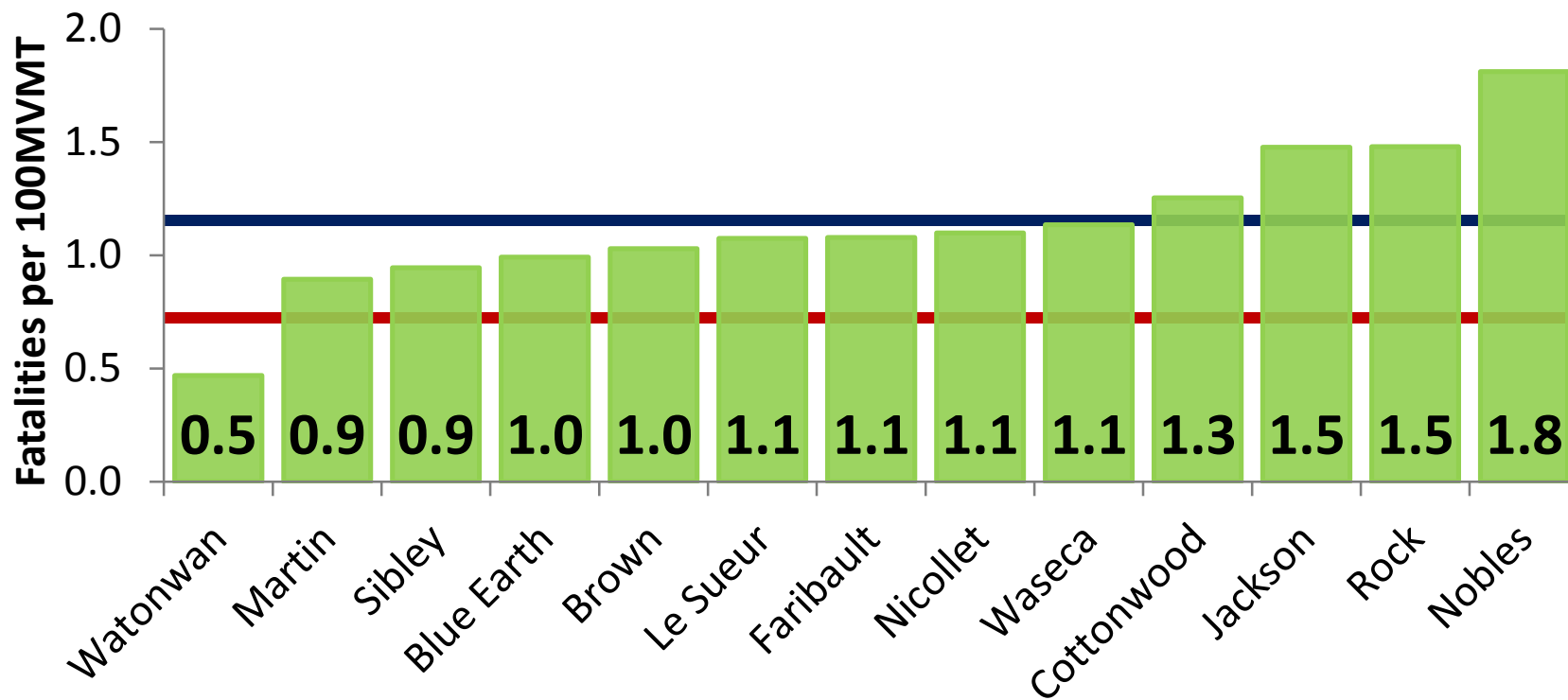
Fatalities and serious injuries



# Fatality Rates by County

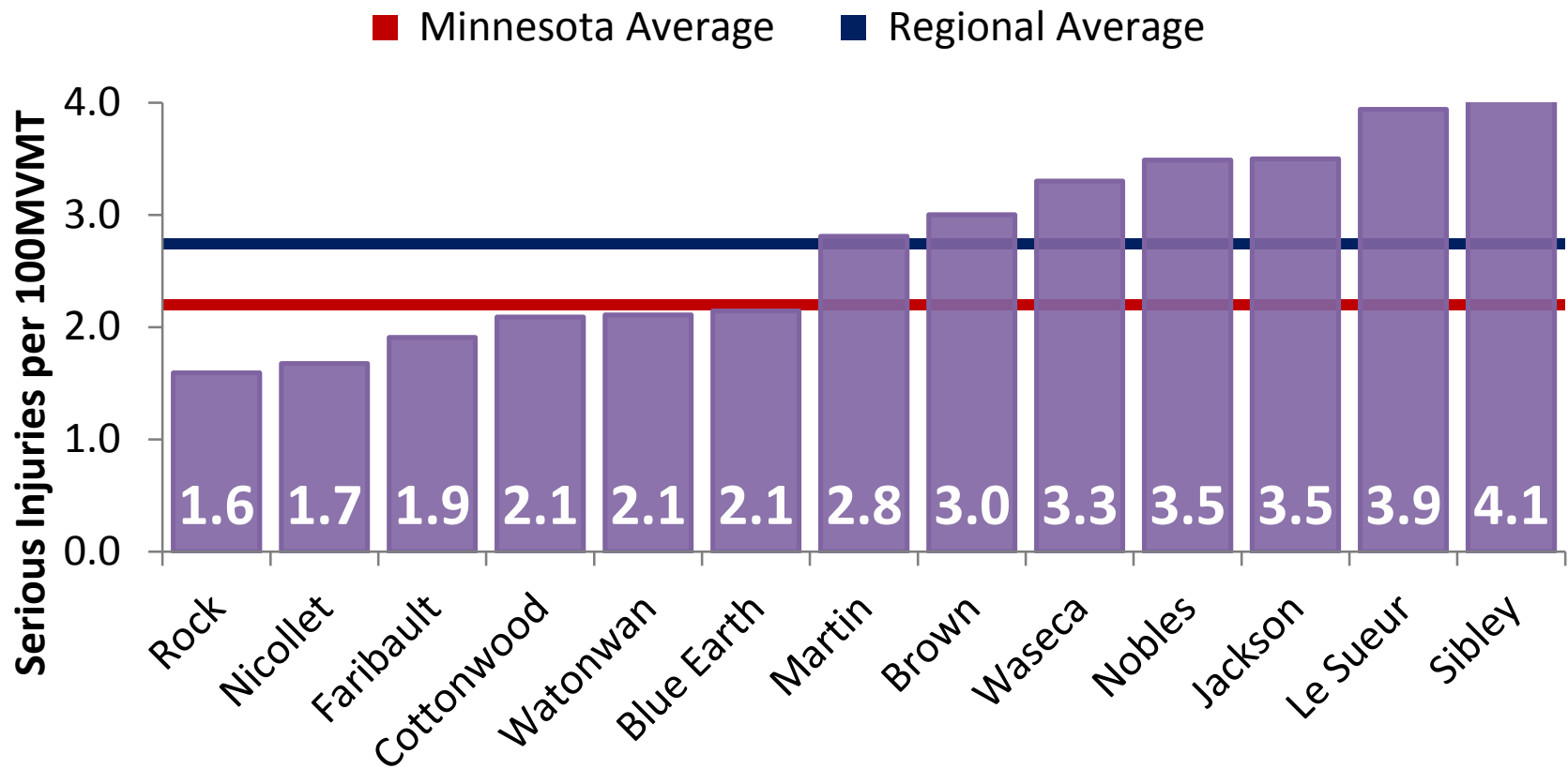
2009-2013\*\*\*

■ Minnesota Average ■ Regional Average



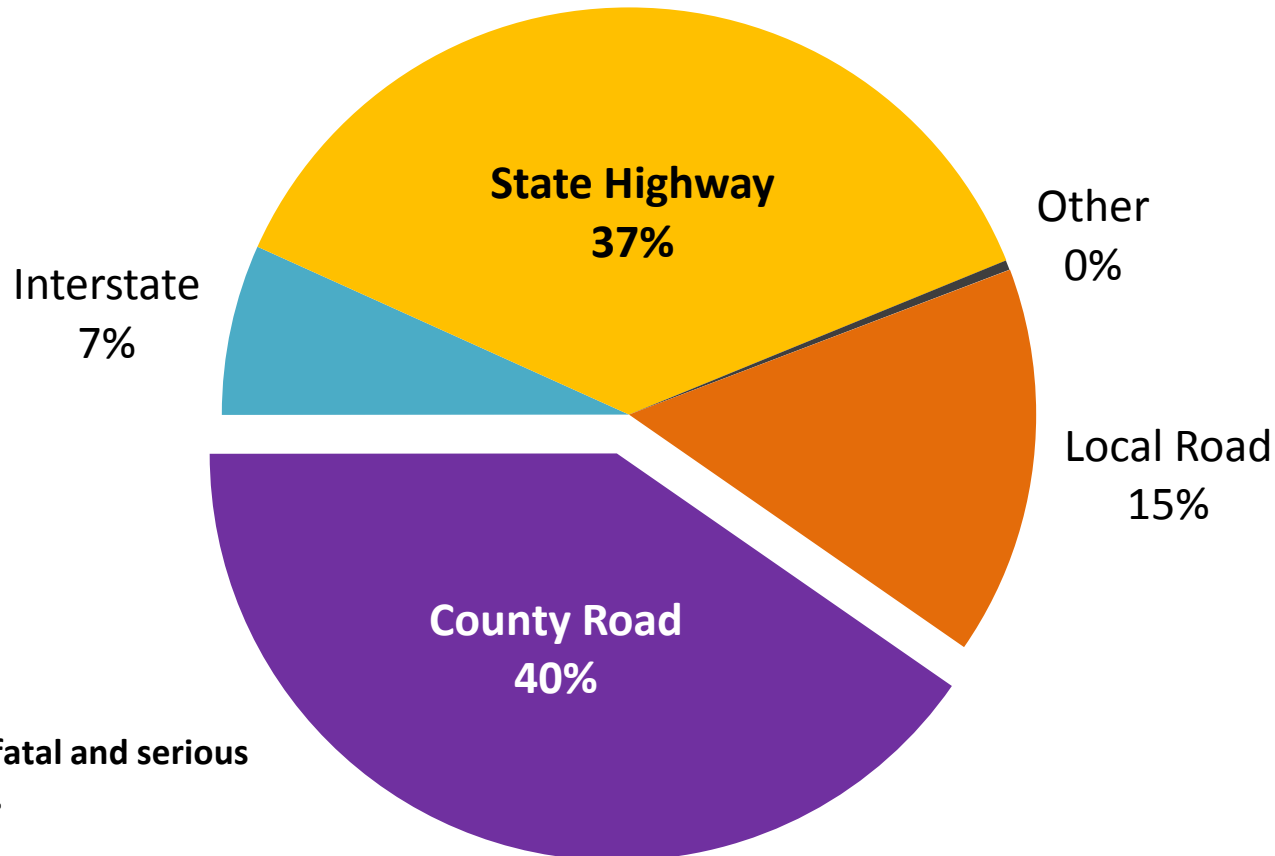
# Serious Injury Rates by County

2009-2013\*\*\*



# Fatal & Serious Injury Crashes by Roadway

2009-2013\*\*\*

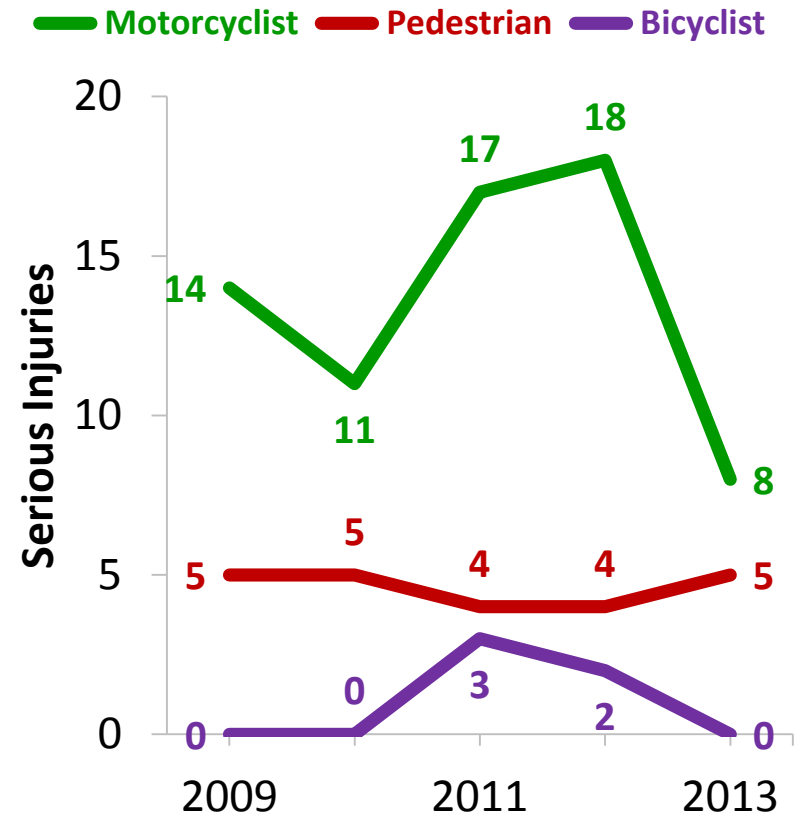
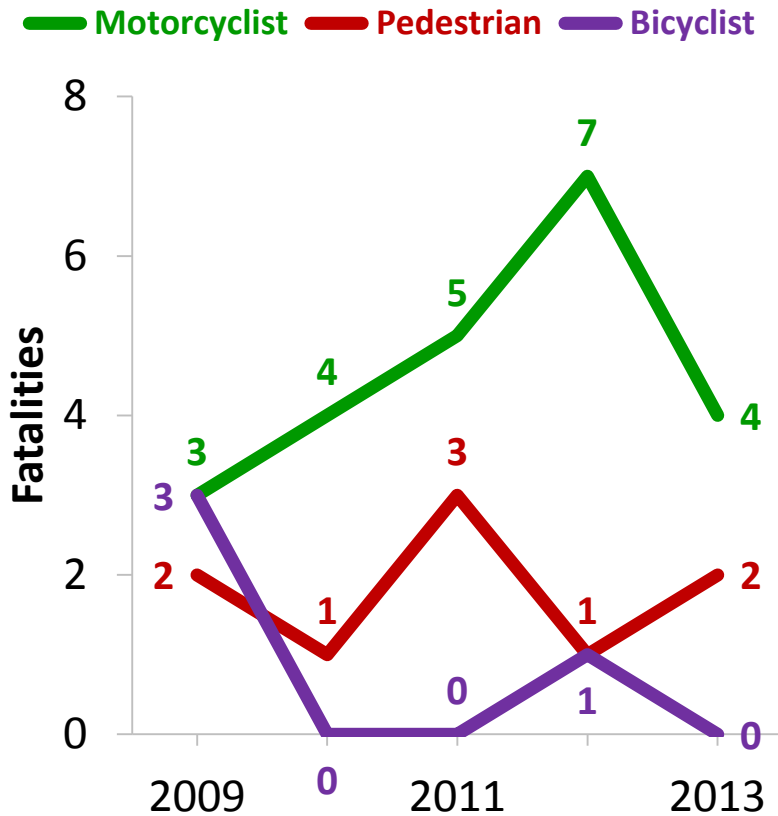


Percent of all fatal and serious injury crashes.



# Fatalities & Serious Injuries by Roadway User

2009-2013\*\*\*



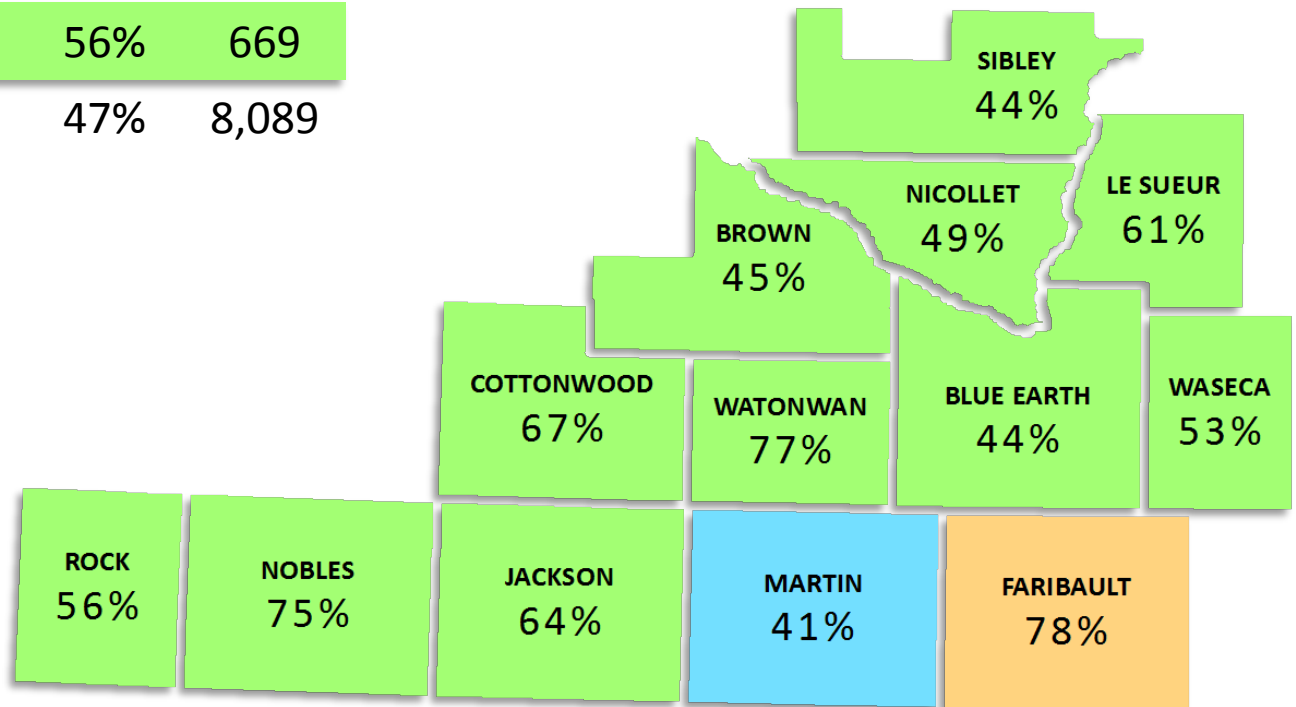
# Lane Departure Fatalities & Serious Injuries

2009-2013\*\*\*

	Lane Departure		Total
<b>South Central</b>	377	56%	669
<b>Minnesota</b>	3,783	47%	8,089

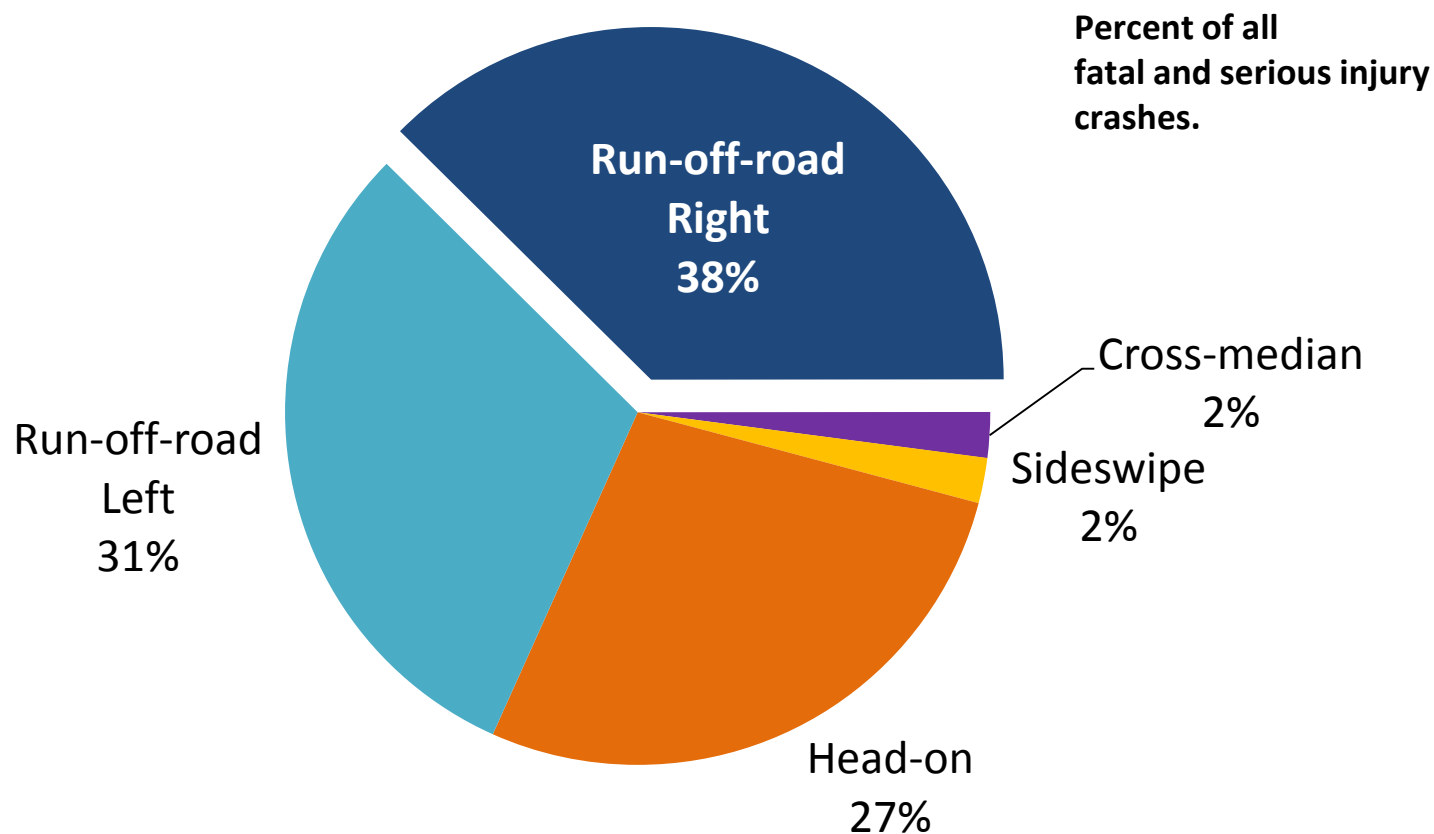


Percent of all fatalities and serious injuries.



# Lane Departure Crash Type

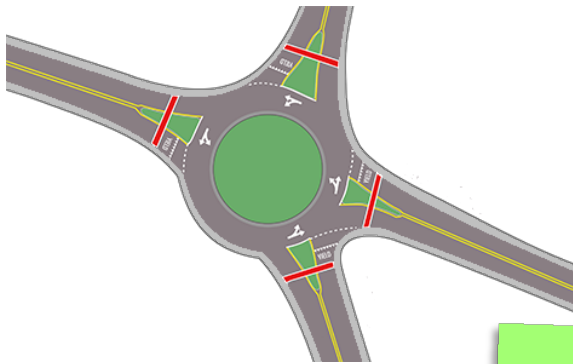
2009-2013\*\*\*



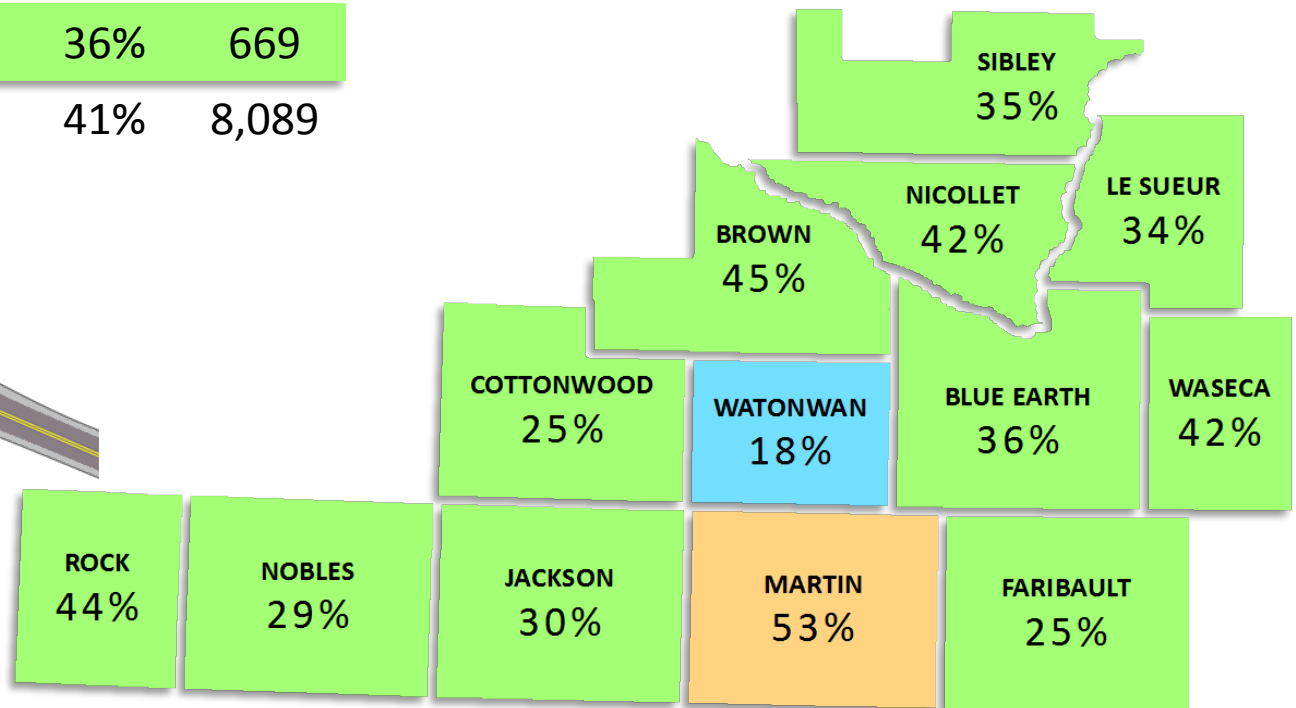
# Intersection-related Fatalities & Serious Injuries

2009-2013\*\*\*

	Intersections		Total
<b>South Central</b>	241	36%	669
<b>Minnesota</b>	3,326	41%	8,089

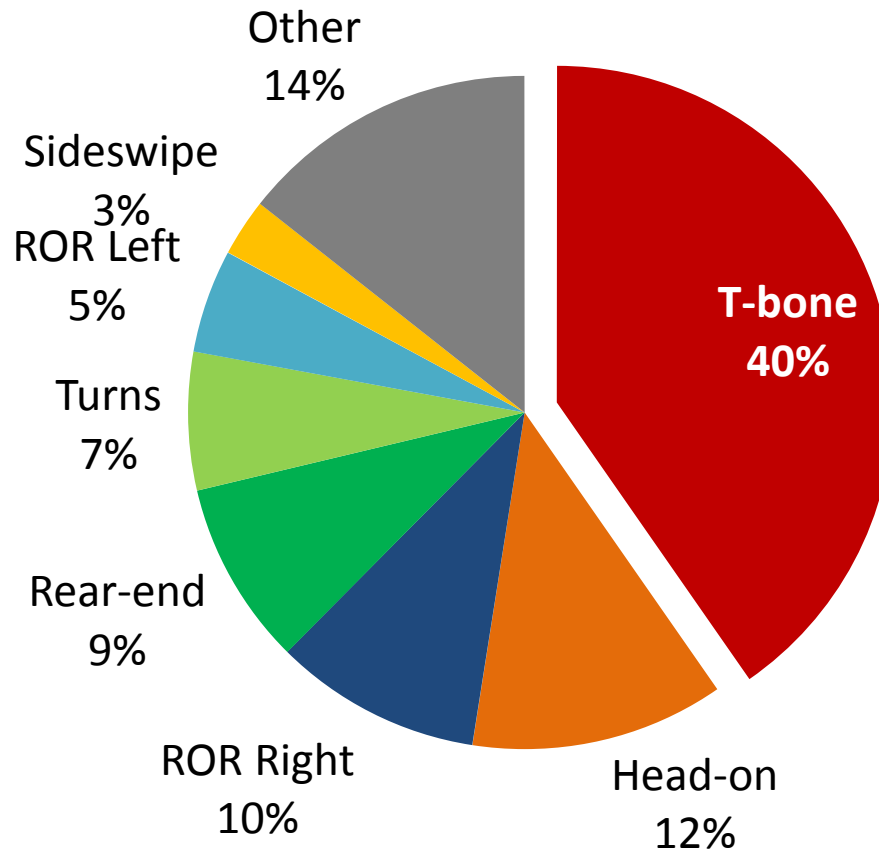


Percent of all fatalities and serious injuries.



# Intersection Crash Type

2009-2013\*\*\*

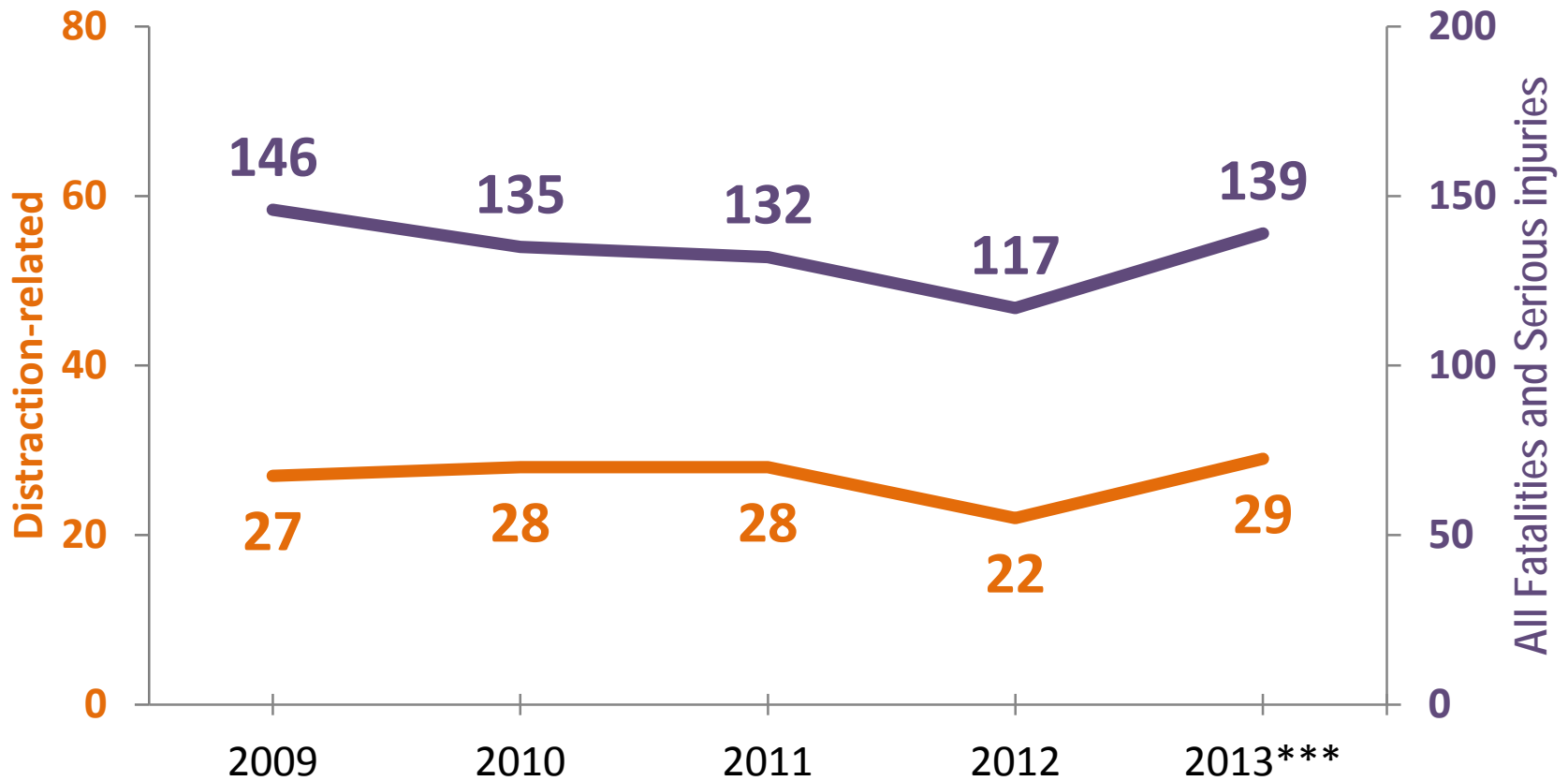


Percent of all fatal and serious injury crashes.

*ROR denotes Run-Off-Road crash.*

# Distraction-related: Fatalities & Serious Injuries

2009-2013\*\*\*



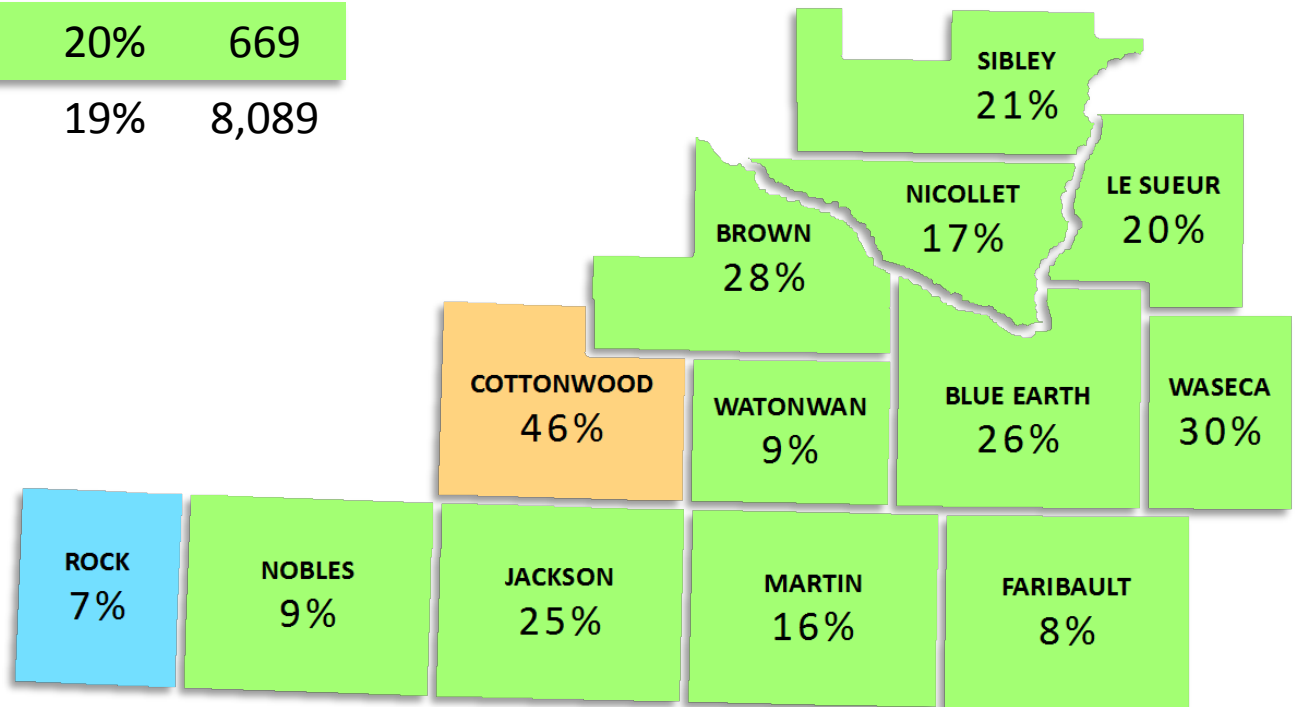
# Distraction-related: Geography

2009-2013\*\*\*

	Distraction	Total
<b>South Central</b>	134	669
<b>Minnesota</b>	1,509	8,089



Percent of all fatalities and serious injuries.



## Distraction-related: Target Audience

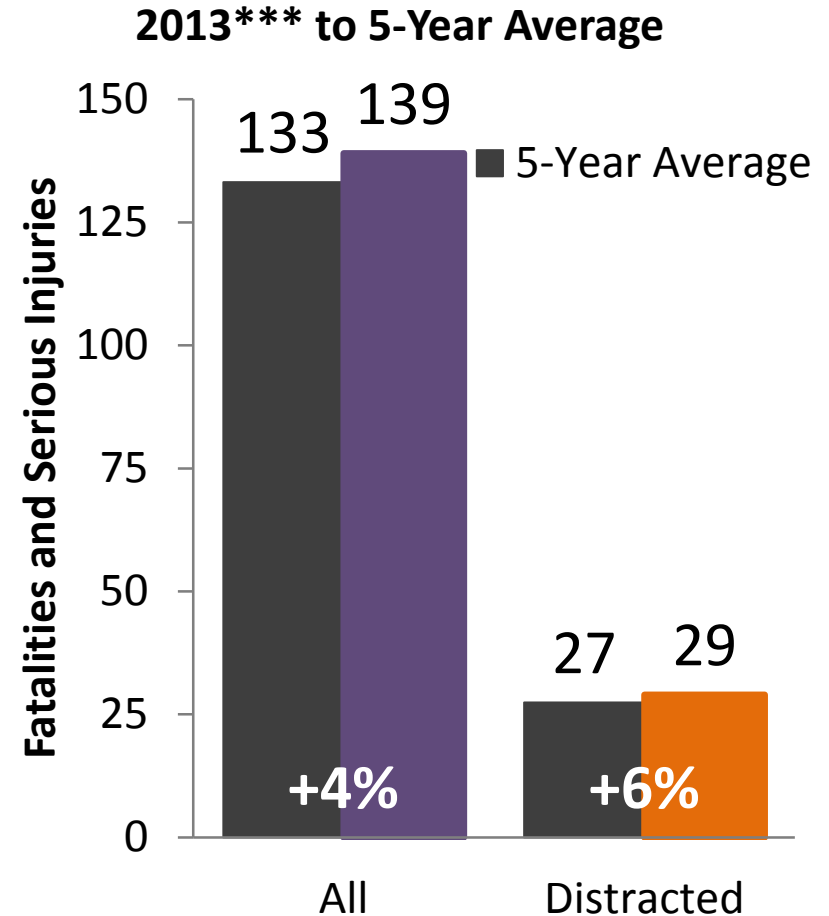
- Who?
  - Youngest and Oldest
  - Females involved more than expected
- When?
  - Warm Weather
  - Over-represented 7 a.m. to 6 p.m.





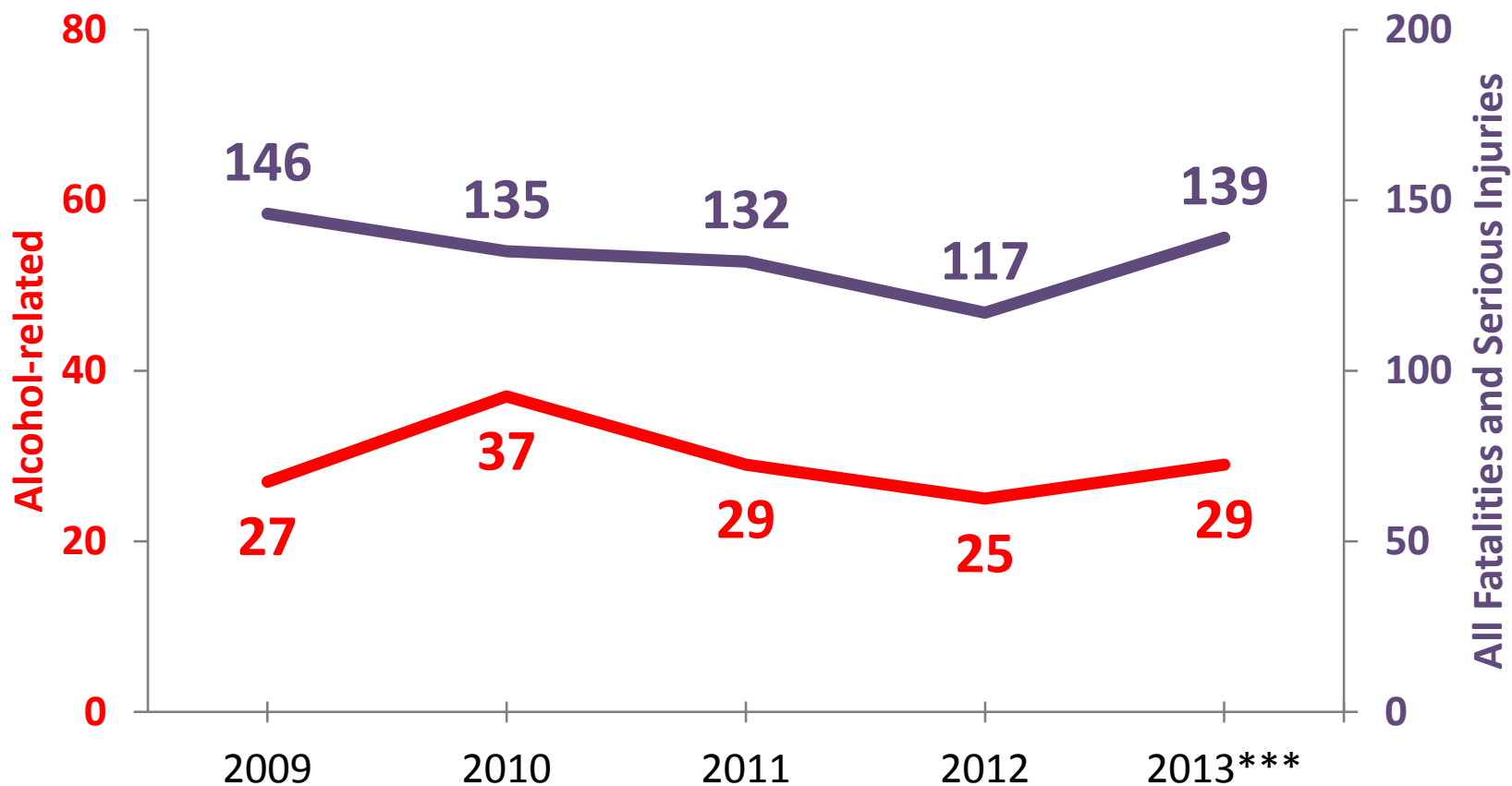
## Distraction-related: Progress

- State Campaigns
  - High visibility enforcement
  - Education and media buys
  - Emphasized in April



# Alcohol-related: Fatalities & Serious Injuries

2009-2013\*\*\*



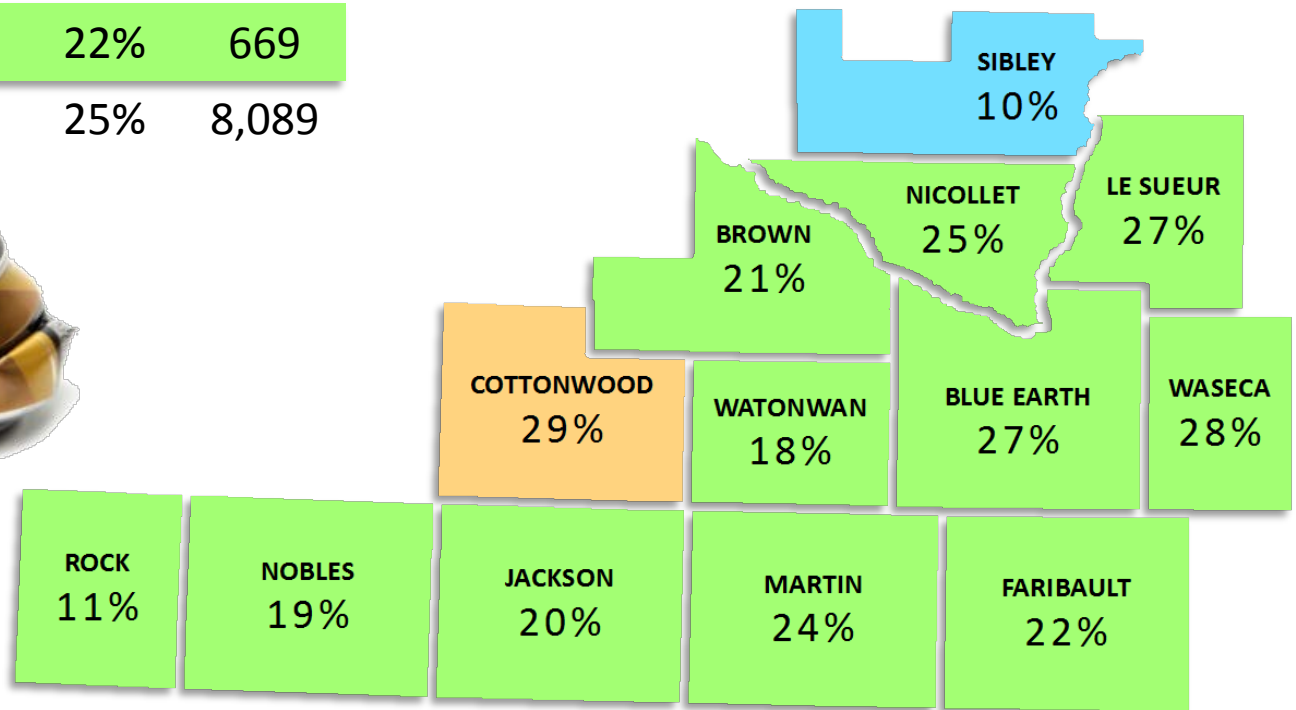
# Alcohol-related: Geography

2009-2013\*\*\*

	Alcohol-related		Total
<b>South Central</b>	149	22%	669
<b>Minnesota</b>	2,047	25%	8,089



Percent of all fatalities and serious injuries.



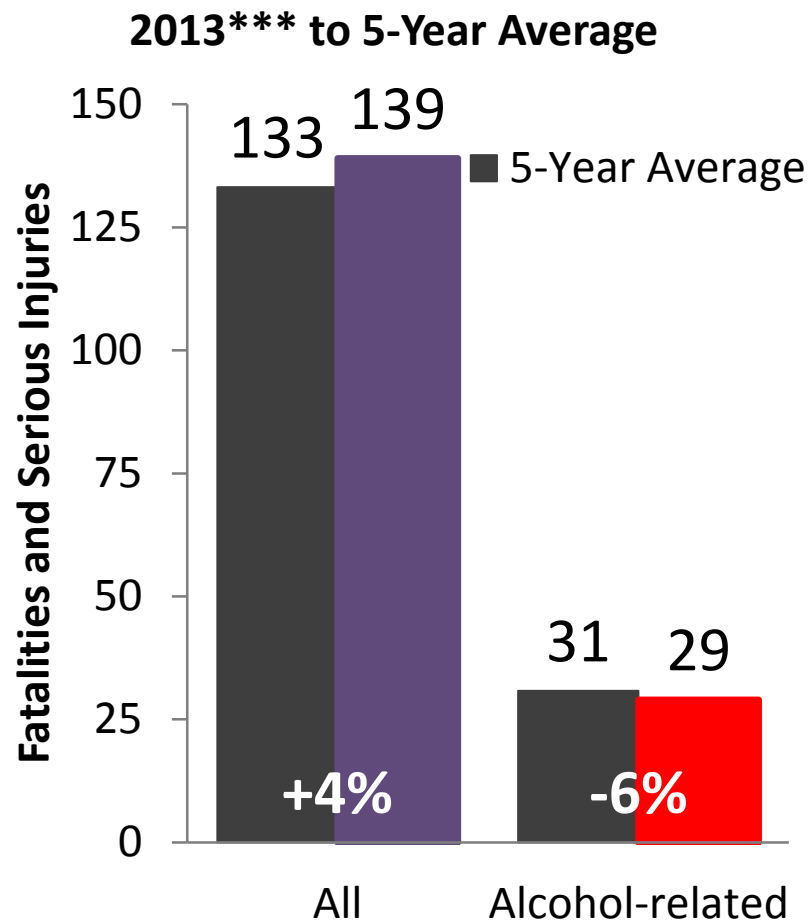
## Alcohol-related: Target Audience

- Who?
  - Young adults (age 21-35)
  - Males
- When?
  - Weekend
  - 5 p.m. to 3 a.m.



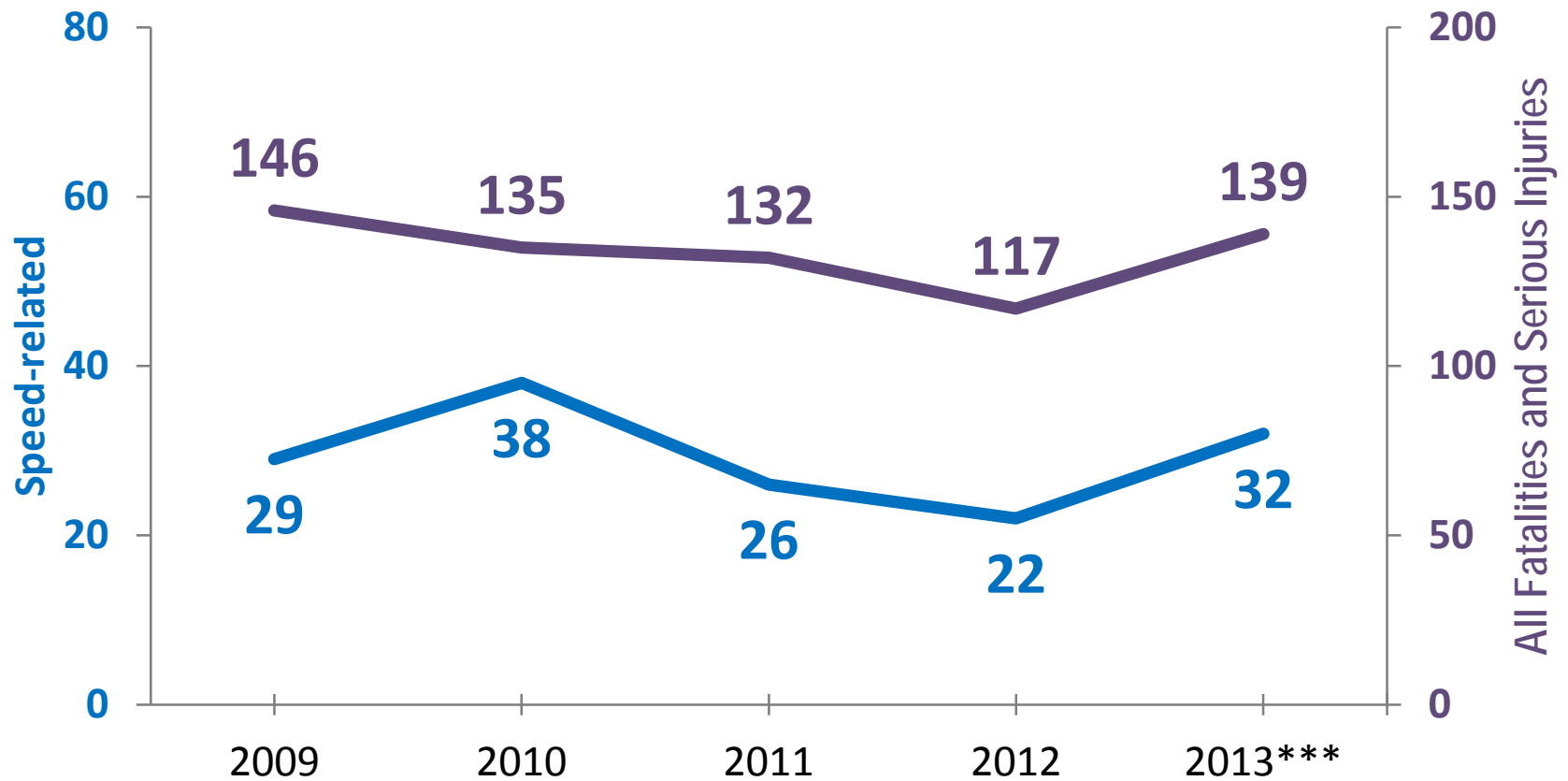
## Alcohol-related: Progress

- State Campaigns
  - High visibility enforcement
  - Education and media buys
  - Emphasized in December and Labor Day



# Speed-related: Fatalities & Serious Injuries

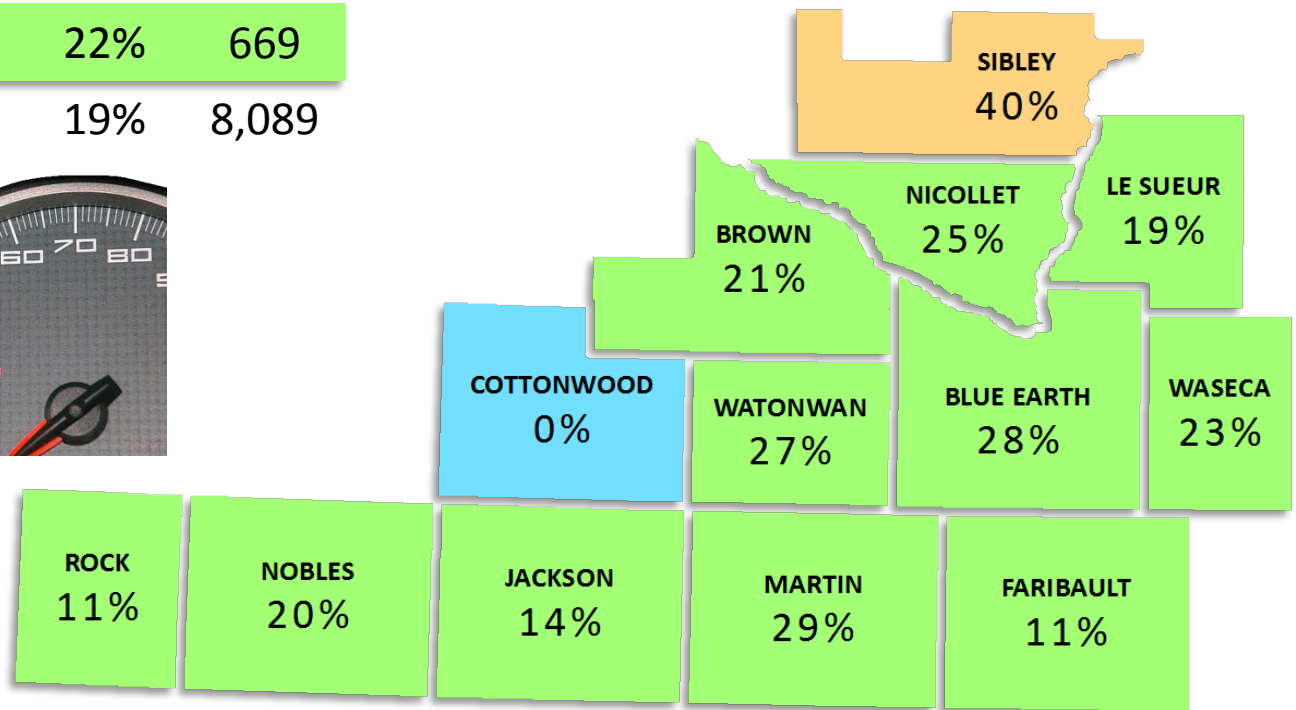
2009-2013\*\*\*



# Speed-related: Geography

2009-2013\*\*\*

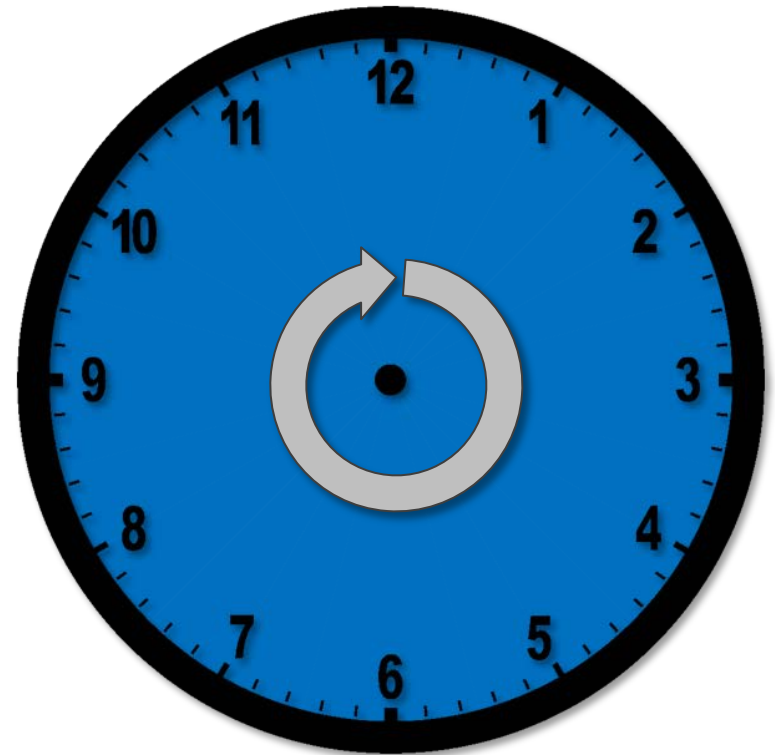
	Speed-related		Total
<b>South Central</b>	147	22%	669
<b>Minnesota</b>	1,544	19%	8,089



Percent of all fatalities and serious injuries.

## Speed-related: Target Audience

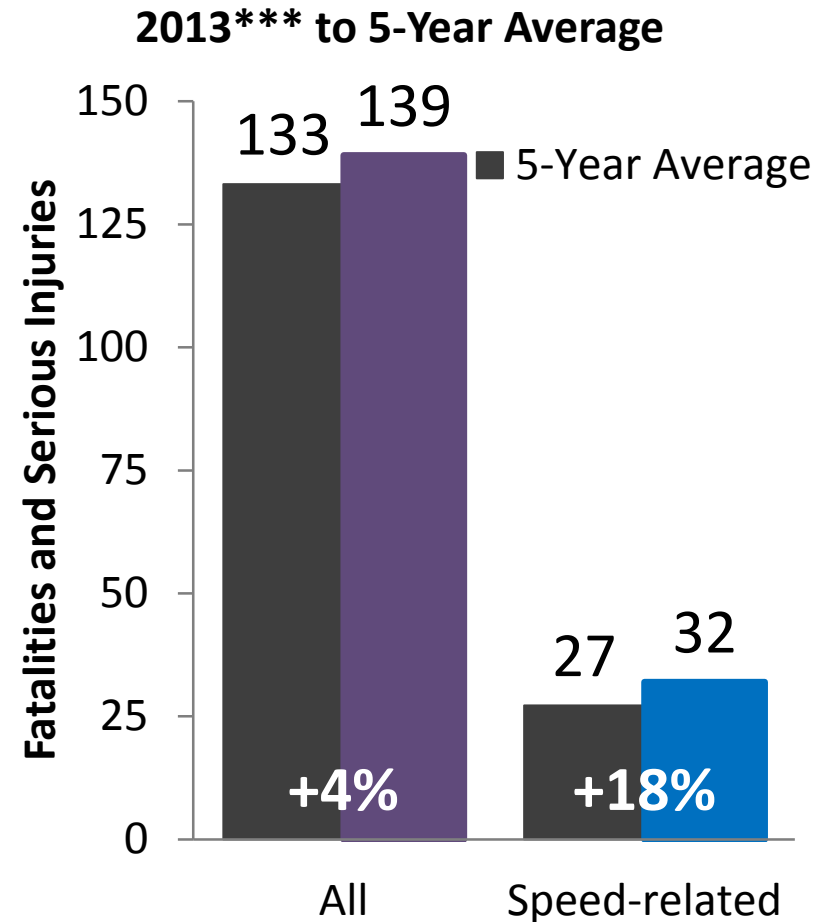
- Who?
  - Young adults (age 16-40)
  - Males
- When?
  - Warm Weather
  - ANY time





## Speed-related: Progress

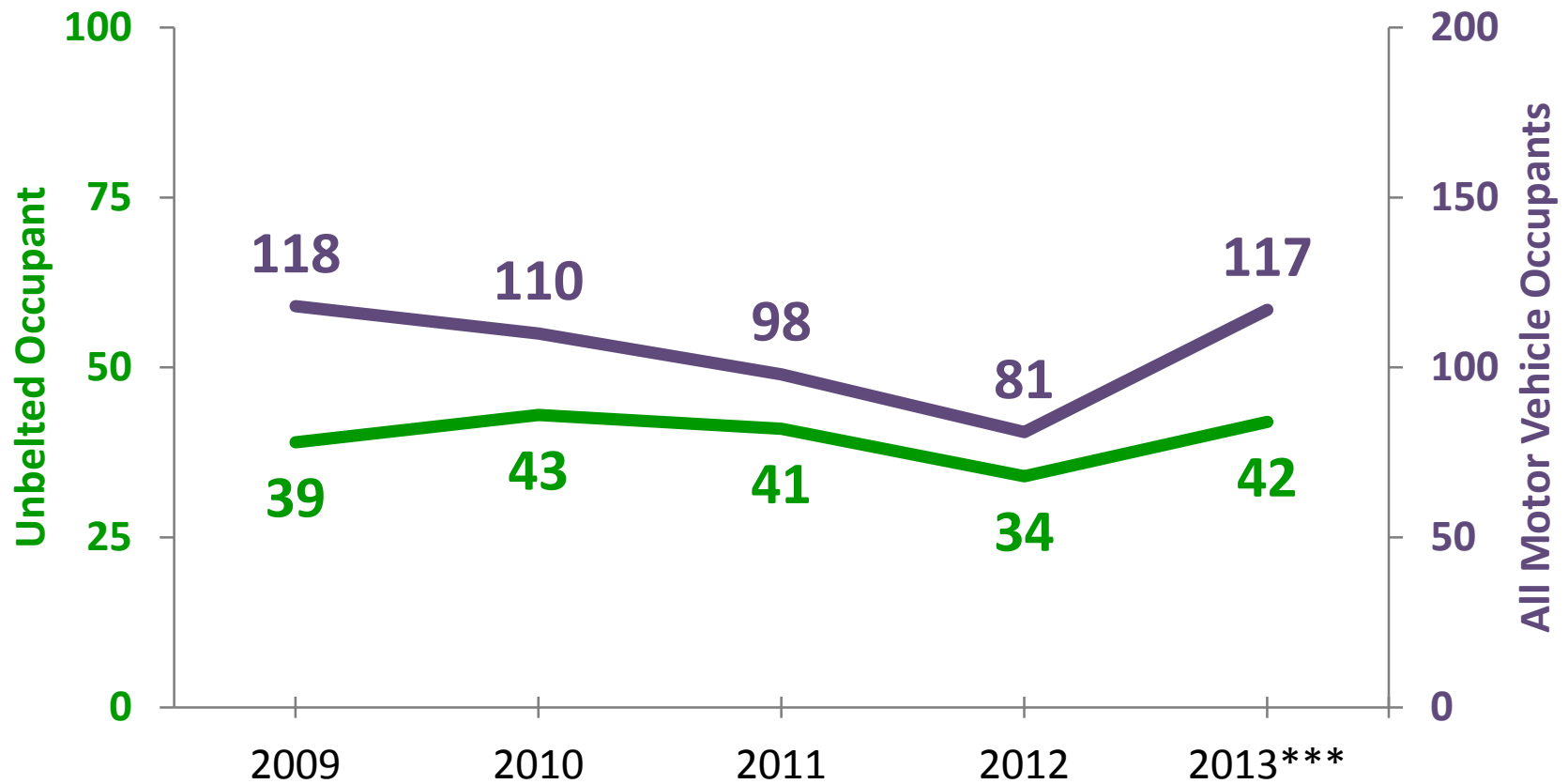
- State Campaigns
  - High visibility enforcement
  - Education and media buys
  - Emphasized in June, July, and November



\*\*\*2013 data are preliminary

# Unbelted Occupant: Fatalities & Serious Injuries

2009-2013\*\*\*



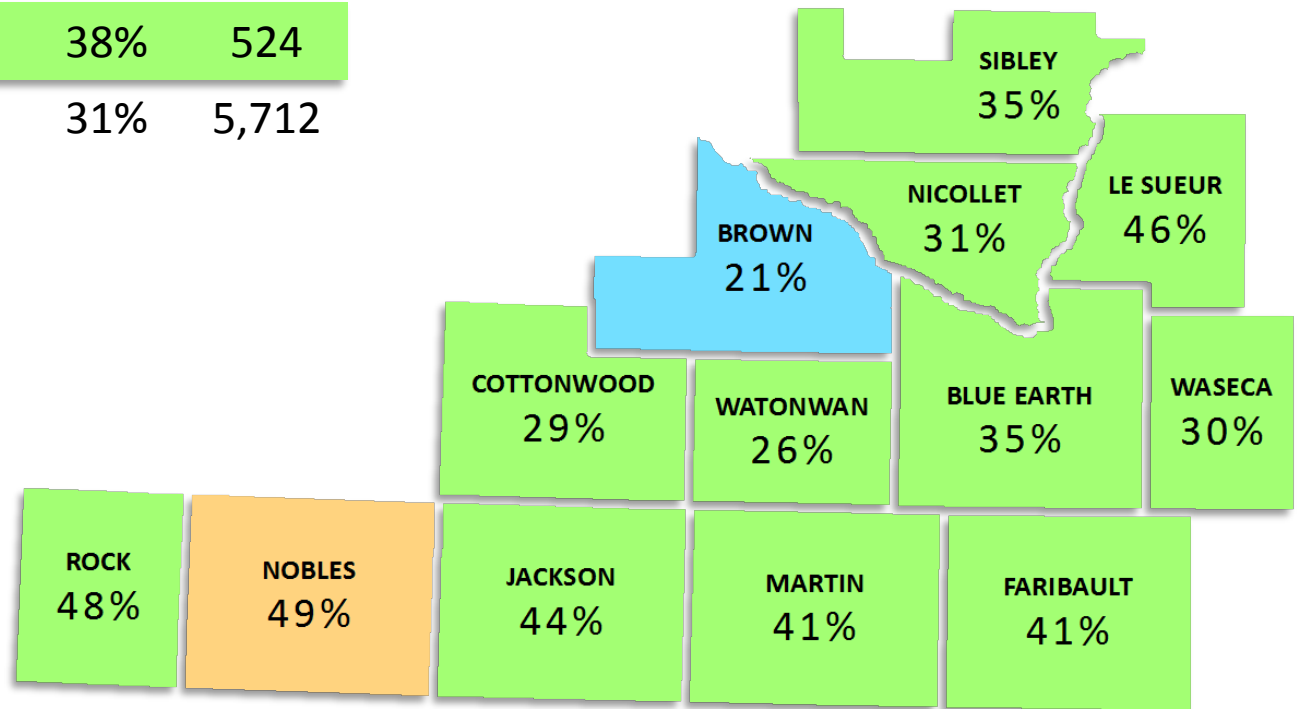
# Unbelted Occupant: Geography

2009-2013\*\*\*

	Unbelted		Total
South Central	199	38%	524
Minnesota	1,771	31%	5,712



Percent of all fatalities and serious injuries.

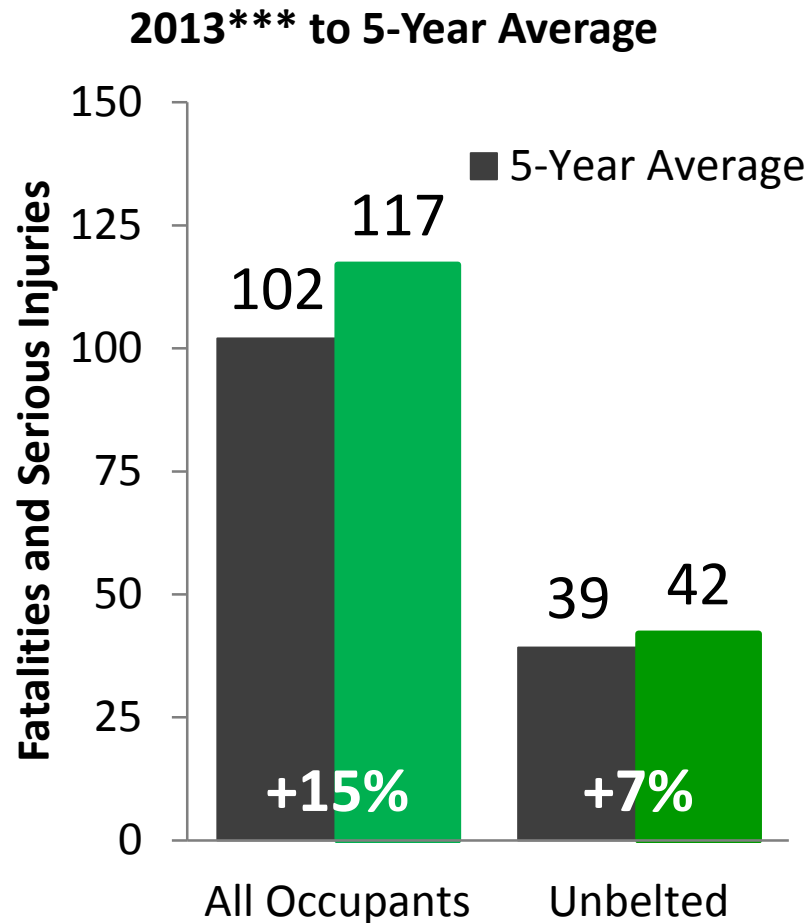


## Unbelted Occupant: Target Audience

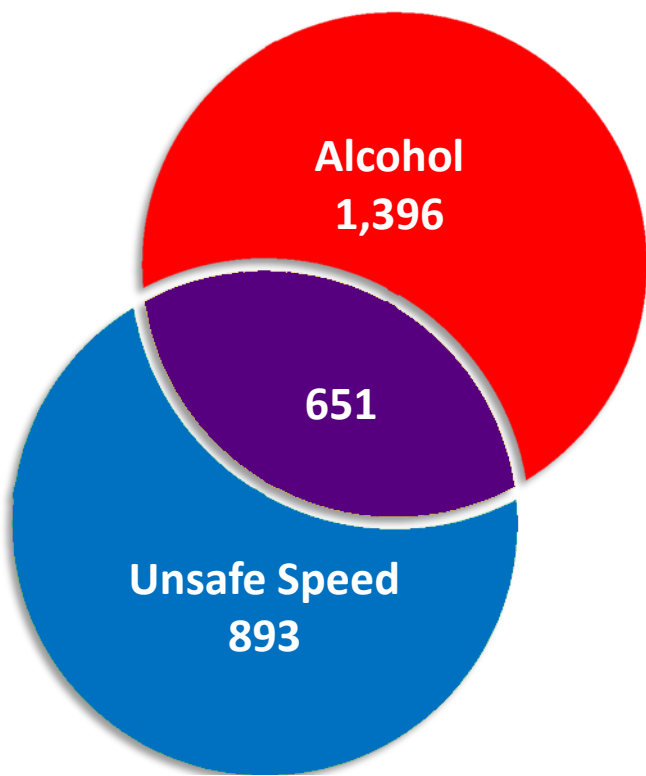
- Males
  - 68% of unbelted fatalities & serious injuries
- Age 16-35
  - Approximately 3 in 5 unbelted serious injuries
- Alcohol-impaired
  - Approximately 2 in 5 unbelted serious injuries

## Unbelted Occupant: Progress

- State Campaigns
  - High visibility enforcement
  - Education and media buys
  - Emphasized in May and October



## Thinking Outside the Silo(s)

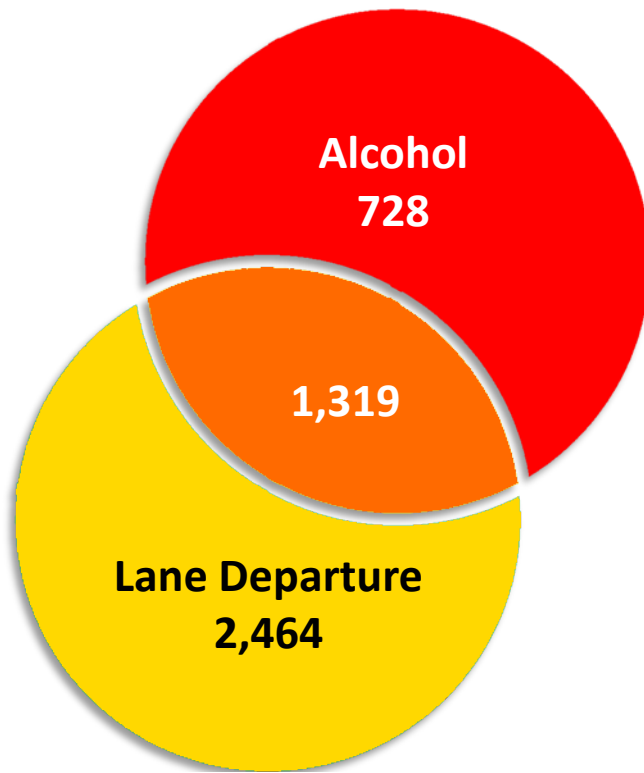


Fatalities & serious injuries, 2009-2013\*\*\*

- Individually:
  - 25% of fatalities & serious injuries were **alcohol-related**
  - 19% of fatalities & serious injuries were **speed-related**
- Either/Or:
  - **36%** of fatalities & serious injuries!



## Thinking Outside the Silo(s)

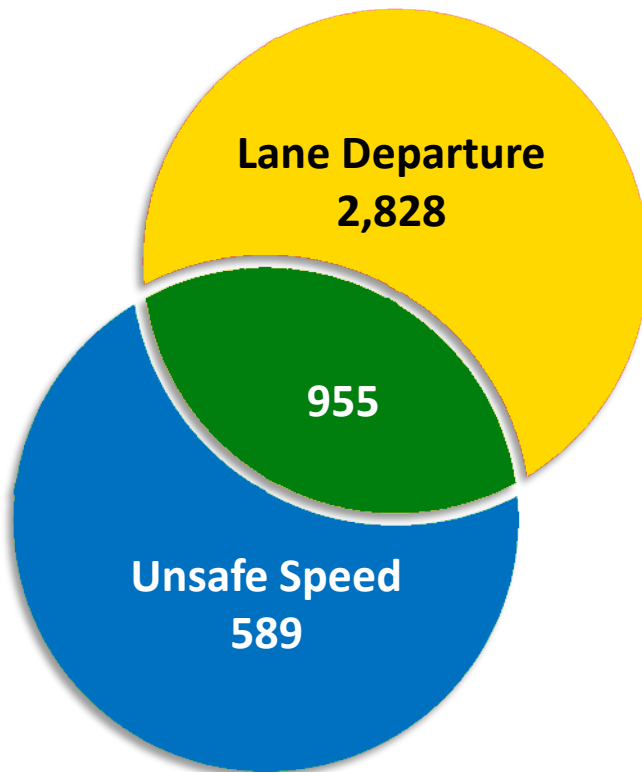


Fatalities & serious injuries, 2009-2013\*\*\*

- Individually:
  - 25% of fatalities & serious injuries were **alcohol-related**
  - 47% of fatalities & serious injuries were **lane departure**
- Either/Or:
  - **56%** of fatalities & serious injuries!



## Thinking Outside the Silo(s)



Fatalities & serious injuries, 2009-2013\*\*\*

- Individually:
  - 47% of fatalities & serious injuries were **lane departure**
  - 19% of fatalities & serious injuries were **speed-related**
- Either/Or:
  - **54%** of fatalities & serious injuries!



\*\*\*2013 data are preliminary



## Key Findings, 2009-2013\*\*\*

- Traffic fatalities and serious injuries:
  - Continued success—dropped by **5%**
  - Occur more frequently during **summer** months
  - One-third are **16 to 30**-year-olds
  - Two-thirds of fatalities are **male**
- Crashes do not occur in a silo, collaboration is key

## Key Findings, 2009-2013\*\*\*

### Distraction-related:

- Mostly male but **females** greater than expected

### Alcohol-related:

- Three in four alcohol fatalities & serious injuries **male**

### Speed-related:

- Over-represented factor in **single vehicle** crashes, particularly for 15 to 40-year-olds

### Unbelted Occupants:

- Half of unbelted fatalities & serious injuries **age 16-35**

## Further Resources

[www.MinnesotaTZD.org](http://www.MinnesotaTZD.org)

